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How to Create a 3-Month Content Calendar in 1 Hour

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Podcast Transcript

Do you blog or podcast?

Does creating new content every week feel like a burden?

It totally doesn't have to!

Today we're chatting about how to create a three-month content calendar in one hour.

Why would we want to do this? Why take the time to come up with three months of content now when you could just do it week-by-week?

When I was blogging years ago as a coach, I didn't plan ahead at first. I wrote and posted week-by-week. I'd jot down ideas when I had them. But every week, I sat down, wrote a blog post, and posted it. Week... after... week.

I have chronic migraines. They're under control now thanks to scalp injections of Botox. When I was blogging week-by-week, there were some weeks when a migraine would wipe me out for 3 to 5 days. After working with clients and taking care of the kids, I just couldn't blog. So, there were times when I'd miss a week. Or, I'd put out two blog posts close together to make up for a missed week.

I hated that. I get really stuck on publishing my blog and podcast on specific days. Once I have a routine, I like to stick to it. So, it bugged the shit out of me when a migraine would derail that.

Here's the thing. It didn't have to be that way. And I finally figured that out after a few killer migraines!

When you plan your content out three months in advance, you know exactly what you're blogging about or podcasting about ahead of time. You're not struggling to come up with new ideas every week.

Yes, every week. If you've listened to me before or read any of my blog posts, you know that I recommend blogging or podcasting weekly. When you share new content every week, you boost your chances of ranking higher on Google. Every post is a new way for Google to find you.

If you post just once a month, that's 12 ways for Google to find you after one year. Twice a month is 24 ways. Posting weekly is 52 ways for Google to find you.

Plus, you're sharing every blog or podcast with your email list as a weekly newsletter. So, really, your blog or podcast *is* your newsletter! Just a snippet, really. But that's a topic for another podcast!

So, while we're talking numbers, three months may sound like a lot of content to come up with. But three months is really just 12 weeks. That's 12 topics. Twelve topics that you'll turn into amazing titles with value-packed content!

Twelve doesn't sound like so much, does it?!

The first thing you're going to need is a content calendar. I've made one for you that you can download at [Angela Kelly Smith dot com forward-slash content calendar](http://AngelaKellySmith.com/forward-slash/content-calendar). The link is in the show notes.

There's one template for blogging and another for podcasting—all in the same document.

You can definitely create one for yourself or find another online!

The sections you'll need for this exercise are the date and the topic.

But I'm jumping ahead of myself!

Pause this, download the content calendar, or pull out your own because you're going to want to have something to write on.

We're going to break down the process of creating content into three steps. First, you're going to look at what launches you have coming up in the next three months.

Next, you'll develop themes based on your ideal client. Finally, you'll break down the themes into specific topics.

Set your time for one hour. Why just one hour? I want you to push through and get it done quickly. You'll see that you have way more ideas than you realize. And I don't want you to stew over this. You even might get it done even faster once you get on a roll!

All right. Let's get started!

The first thing you're going to do is pull out your planning calendar—or wherever you keep track of your launches. Take note of when you have a launch planned.

Do you have a new ebook coming out? A new service or mini-course? A full-on digital course or group program?

You'll want to do a couple of blog posts or podcast episodes in the few weeks leading up to that launch to help promote the launch.

The blog or podcast won't be *about* the launch per se. Your blog isn't a sales page, and your podcast isn't an infomercial! But you *are* creating content in order to support your business. That is, to make sales. So, you can certainly promote yourself on your own platform!

When you blog or podcast on a topic that's related to your launch, you can mention your launch at the end of the blog or podcast as a way for your audience to get more help on that topic.

So, on the content calendar, schedule a blog or podcast on the topic of your launch about four weeks before launch and another one a week or two before launch. You can put those dates right in the spreadsheet and move over to the topic column and type in the general topic of the launch.

You'll get more specific with it when you sit down to write the blog post or podcast episode. You can create a post or an episode on one very narrow component that's related to your launch.

So, look at that! Two weeks done already!

If you have other launches, go ahead and put those down, too.

If you're not launching anything in the next three months, here's an easy one for you. Schedule two posts that are related to your lead magnet. Go ahead and schedule one for this month and another one about six weeks later.

Great! That's two more topics done! (How much time do we have left??)

The next step in the process is to create themes. You're going to do this by figuring out what your ideal client is looking for from you.

If you're not totally clear on who your ideal client is, I'm going to ask you to pause here and go listen to my podcast called "[How to Identify and Attract Your Ideal Client](#)." Link in the show notes. It's really essential to know exactly who your ideal client and exactly what they want from you. If you don't know who they are, you can't know what they want.

For this part, I want you to pull out a blank document or a new note in Apple Notes. You're not going to write these in the content calendar just yet. I want you to have a place to jot down ideas whenever they come to you. So, let's start that document now.

Think about your ideal client.

What are the main problems they have that they want you to solve?

If you're a health coach for women in their 30s, maybe your ideal client wants your help to balance hormones, get better sleep, and feel less stress. That's three themes right there.

What are some questions that your ideal client frequently asks you?

Sticking with the health coach example, maybe you get asked about the best diet, what to eat, how much to exercise, and how to sleep better. That's four more themes.

What solutions do you offer?

Think about your services. Pick apart what you do for your ideal client to come up with themes. For the health coach: Do you teach nutrition? Meditation? Sleep health? Fitness routines?

All of these are broad themes that you're going to break down into specific topics.

So, let's move on to the last step of creating your 3-month content calendar: Breaking down themes into topics.

Here's what I love about themes. They're big ideas that produce multiple blog posts or podcasts. You come up with one main idea and end up with several pieces of content.

My ideal client tends to ask me about blogging and podcasting. Lots of different questions about them. That's like one big theme I have going. So, I have several blog posts and podcasts on different topics related to blogging and podcasting—like this one!

When you work with themes, you can actually schedule a whole series of posts or episodes to go out one after another over the course of a few weeks. Or you can spread them out over a few months.

Doing a series over a few weeks is a nice way to lead up to a launch. Spreading them out over several months is a nice way to remind your audience that that theme is sort of your "thing"!

So, look at your themes, and see how many individual topics you can come up with.

For my blogging and podcasting theme, I've done posts and podcasts on best practices for podcasting, best practices for blogging, why you should start a podcast, how to start a podcast, how to start a blog, how to set up a blog in Squarespace, and more!

It's a big theme, and there are always more questions about it.

Get really specific with breaking down your themes.

It helps to think in terms of questions. You can go back to the questions that your ideal client frequently asks. Some of those may be specific topics.

As you brainstorm you topics, go ahead and write them into your content calendar. It doesn't matter what date you pick right now. You can move around the dates later. Just pick a date and write the topic in the topic column.

Awesome!

I am betting that you just got more than 12 weeks of content!

So, now what?

It's time to schedule time to write! You can't just let the topics sit in the calendar and write them week-by-week. Remember how my migraines would knock me out for several days sometimes. The trick wasn't just having content *in the content calendar*. The trick was having the content *scheduled* on my blog.

I started scheduling time every month to knock out as many blog posts as I could in one sitting. In just a few hours—one day a month—I would have four blog posts written and scheduled. If I had time in my schedule, I'd do more. The farther out you can schedule them, the better—just in case anything comes up. Then you're not scrambling to write something or record something at the last minute.

If you do a solo podcast, you can definitely record, edit, and schedule weeks in advance. It can be tougher when you interview guests as you may be dependent on their schedule as to when you record. But I always recommend having some backup podcasts recorded in case something falls through with a guest. You truly never know!

Let's keep this momentum going! Right now, pull out your regular calendar and schedule a 3- to 4-hour block of time to write some blog posts. You'll figure out how long it takes you to write. Honestly, I need more than that to write four posts.

For you podcasters, schedule TWO blocks of time: One to prepare your outlines or scripts, and another to record and edit them.

Let's see.... I think we have some time left!

Just kidding!

Remember that you can download the content calendar template at [Angela Kelly Smith dot com forward-slash content calendar](http://AngelaKellySmith.com/forward-slash/content-calendar).

Thank y'all so much for listening! Please consider liking, reviewing, and subscribing!

See y'all next time at the Marketing Chat Podcast!

Links mentioned in the episode:

[“How to Identify and Attract Your Ideal Client”](#)

[Link to this episode](#)



Angela Kelly Smith is a marketing strategist, Squarespace website designer, and the founder of the [Women Podcasters Academy](#). Her mission is to help women entrepreneurs create the successful business of their dreams through strategic marketing that establishes them as authorities in their field and helps them attract more of their ideal clients.